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## ***TOURISM TAX ADVISORY BOARD (TTAB)***

### ***September 21, 2015 Meeting Minutes***

#### **MEMBERS IN ATTENDANCE:**

Commissioner Millburn	Bruce Lloyd
Theresa Sanderson - Chair	Spence Kinard
Terry Capener	Emma Dugal
Gary Petersen	Andy Pettingill (arrived during the meeting).

#### **MEMBERS EXCUSED:**

Kim Buttschardt	Craig Shiner
Angel Manfredini	

#### **STAFF IN ATTENDANCE:**

Curtis Koch, DC Clerk/Auditor	Barry Burton, DC Planning Director
Randy Cook, DC Tourism	Janet Hanson, DC Commission Office

#### **AGENDA AS POSTED:**

Date: Monday, September 21, 2015 11 am  
Location: Davis County Administration Building - Meeting Room 314  
61 South Main, Farmington, UT 84025

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1. **Welcome** Teresa Sanderson, Chair
2. **Review of TTAB Grant Requests FY 2016 (6 applications)** Marlin Eldred, Staff  

Requesting Organization/Project:	Amount Requested:
BDAC	\$77,000
Centerville/CenterPoint Performing Arts	\$198,000
Layton City/Davis Arts	\$45,000
Layton City/Utah State Council Veterans	\$100,000
Syracuse Amphitheater	\$600,000
Syracuse Study	\$50,000
3. **Possible Motion of Recommendations to DC Commission** Teresa Sanderson
4. **Other Discussion:**

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1. Commissioner Millburn welcomed those in attendance. He indicated there were a couple of new faces joining the meeting and a couple of faces who will not be in attendance as there have been some changes occur in the Community & Economic Development office. Marlin and Annette are no longer with the County. In the interim, he will be fielding some of their calls and keep the ship afloat. Randy, Megan and Neka remain in their positions.

### **SPENCE KENARD'S ANNOUNCEMENT – Requires Action**

2. Spence Kenard announced this will be his last meeting. He and his wife have been called to a LDS mission to Washington DC. He said he would resign if necessary or take a leave of absence. **Requires action.**

### **AVAILABLE FUNDING:**

3. Commissioner Millburn noted the grant application process has been streamlined with a process for better analysis of requests with comparative elements to set some criteria. This is along the lines of how Davis County's administers the CDBG (Community Development Block Grant) & SSBG (Social Service Block Grant) process to utilize Federal Funds received. Barry is in attendance as he has been very engaged in that process.

Gary Peterson asked how much funding was available considering the \$1-million in requests. Curtis Koch indicated the fund balance is projected at over \$2-million for the year. It does not mean it has to be spent. For today's exercise he recommends to weigh the applications on their merits and the criteria outlined by this Board and determine if they fit. At that point, make the recommendations for the projects they feel have merit. Those requests will be considered along with everything else during the 2016 Budget meetings. There has been discussion about planning and funding for larger tourism activities. He also said there are maintenance issues at some of the larger facilities that need to be considered. He also indicated one-year debt service of \$1.3 million needs to be maintained for the comfort level of carrying certain bonds.

Commissioner Millburn clarified and asked the committee members to look at and review the requests by the criteria set. If something doesn't meet the criteria they are not to be considered. If they do meet the criteria they need to be prioritized depending on available funding. He asked to keep in "mind's eye" if there are other things in the future that potentially could be utilizing these funds? Just because you have money in the bank does not mean that it all has to be spent. This is a new process. He asked to keep an open mind and to focus on the criteria.

Spence Kinard asked the resort operators (Lagoon & Cherry Hill) what kind of a summer they had. They both indicated it had been GOOD!

Andy Pettingill arrived.

**APPLICATION SCORING DISCUSSION:**

4. Theresa Sanderson indicated the criteria may change as they work with it. Emma asked about the applications projected figures and actual figures, i.e. 8,000 hotel rooms projected. She didn't think that was very realistic and wondered how you would score that. Other members agreed the evaluation should be changed, because estimating hotel rooms wasn't realistic. Some made their own estimates. Commissioner Millburn said if it doesn't ring true score it accordingly.
5. Terry Capener asked what was meant by "what other funding has been sought?" Commissioner Millburn said the question was to determine if there were other financial supporters of the project.

The criteria did help to have the evaluators give it more thought to the process.

**REVIEW OF TTAB GRANT APPLICATIONS FY 2016 (6)**

There was review and discussion of each application as listed :

<b>Requesting Organization/Project:</b>	<b>Amount Requested:</b>
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As previously discussed, Commissioner Millburn indicated that there are not actual dollar figures that can be played with but would like to prioritize or general consensus of what those priorities might be depending upon funding.

The following decisions were agreed upon for the 2016 applicants:

**Syracuse Study:**

No funding. It is not a project that falls under TTAB's guidelines.

**Syracuse Amphitheater:**

No funding.

**Layton City/Utah State Council Veterans (Vietnam Memorial Wall):**

Additional information is needed, i.e. what have they raised outside of what has been committed from Layton City. Where are they at on their fund-raising? Is there a better site for more visitors, like the State Capitol? It was noted that the proposed location in Layton may be driven by the Sounds of Freedom event that has been held there annually. How often does the tour come through Utah? (Answer: twice) Is there a return on the investment?

Determination: More questions regarding the application.

**Layton City/Davis Arts (Ed Kenley Amphitheater – green room):**

- Terry Sanderson had recused herself from the previous discussion.

Consideration of some funding.

**Centerville/CenterPoint Performing Arts:**

It is a major player, particularly in the southern part of the County. Theresa, an actress, said she has some contention with them as they do not pay the actors, but they pay everyone else.

More questions: If they are at capacity, why spend more money when more people cannot get in? What are their season subscription numbers and attendance numbers?

Consideration of some funding.

**Bountiful/Davis Arts Center (BDAC):**

- Emma Dugal had recused herself from the previous discussion.

It was agreed that the BDAC is a great addition especially with the new building, but having recently provided some funding, it may not be appropriate to fund again. When funding was provided previously, they were recommended to come back to ask for more. But this application wasn't for building, it was for operations, which they didn't feel should be funded. Emma indicated there is still some debt from the renovation that has to be paid by the end of the year. Since they have returned to Bountiful they have seen a big increase in attendance. They went from 300/month to 1300/month. It has increased traffic downtown.

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Barry Burton noted the application included some capital equipment upgrades and renovation. Emma noted some of the items are for SummerFest, i.e. sound equipment. SummerFest brings in approximately 20,000 people.

Emma explained Bountiful City divides their RAP tax funds evenly between recreation, arts and parks. Funding is provided every three years.

Funds received by Davis County would be used toward the budgeted items listed in the application.

### **FINAL – Requires Action**

Commissioner Millburn indicated that either by a written request or by conversations, we'll get some of the questions answered. He will involve Theresa in the process. Once Curtis has a better idea of what the 2016 budget will be funding recommendations can be made.

It was clarified that 3 applications had been approved for some funding and that there are questions to be answered regarding CenterPoint and the Vietnam Wall. The 2 Syracuse applications are out.

Another meeting will be scheduled when a formal funding recommendation can be made.

Craig Shiner made a motion to adjourn. Emma seconded the motion. All voted aye.

Meeting adjourned.